

Message Text

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SUBJECT: SECRETARY'S OASGA INITIATIVES-USDOC EXPORT
PROMOTION ADVISORY SERVICES

REF: STATE 196223

1. EMBASSY CONTACTED APPROPRIATE OFFICIALS IN DIRECCION GENERAL DE COMERCIO EXTERIOR (DGCX), MINISTRY OF COMMERCE, AND INFORMALLY DISCUSSED WITH THEM GOP INTEREST IN UTILIZING USDOC ADVISORY ASSISTANCE IN THE DEVELOPMENT OF EXPORT PROMOTION PROGRAMS. INITIAL GOP RESPONSE VERY POSITIVE. PROMOTION OF NON-TRADITIONAL EXPORTS HAS HIGH PRIORITY FOR PERU FACED WITH NEGATIVE TRADE IMBALANCE. PARADOXICALLY, PERU IS DOING LITTLE IN CONCRETE TERMS TO ADVANCE THIS OBJECTIVE DUE TO SEVERE PUBLIC SECTOR AUSTERITY PROGRAM. COMMERCE MINISTRY HAS PROGRAMMED FOR 1977 THE ESTABLISHMENT OF AN "INSTITUTO SUPERIOR DE COMERCIO EXTERIOR" TO TRAIN PUBLIC AND PRIVATE SECTOR FIRMS IN CONCEPTS AND TECHNIQUES OF EXPORT PROMOTION.

2. GOP OFFICIALS EXPRESSED INTEREST IN FOLLOWING TYPES OF ASSISTANCE:

A. PROVIDE ADVISE ON HOW TO ESTABLISH FOREIGN TRADE INSTITUTE AND ON DEVELOPMENT OF CURRICULUM;

B. PROVIDE SPEAKERS FOR A LEAST TWO TRAINING SEMINARS AT INSTITUTE OR COMMERCE MINISTRY TO BE ATTENDED BY PUBLIC AND PRIVATE FIRMS INTERESTED IN EXPORT;

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C. PROVIDE ADVICE ON HOW TO APPROACH U.S. MARKET AND LOCATE U.S. FIRMS INTERESTED IN IMPORTING FROM PERU ON SMALL SCALE;

D. CONSULTATION IN WASHINGTON ON HOW TO ORGANIZE TRADE MISSIONS AND TRADE FAIRS;

E. FULL-TIME TRAINING (FOR UP TO ONE YEAR), BOTH ACADEMIC AND ON-THE-JOB, IN USDOC OR U.S. UNIVERSITY.

3. REFTEL DOES NOT INDICATE HOW SUBJECT PROGRAM TO BE FUNDED. COMMERCE MINISTRY BUDGET FOR TRAINING FOR THE REMAINDER OF CY1976 IS ZERO. GOP CURRENTLY WORKING ON BUDGET FOR CY1977 BUT UNDER EXISTING ECONOMIC CONDITIONS IT CAN BE ANTICIPATED THAT TRAINING FUNDS WILL BE SEVERELY RESTRICTED. OFFICIALS OF DGCX REQUESTED THAT USDOC PROPOSE SPECIFIC PROGRAM FOR PERU ASAP AS WELL AS APPROXIMATE COST TO GOP SO THAT THERE IS SUFFICIENT TIME TO OBTAIN INTERNAL CLEARANCES AND INCLUDE IN 1977 BUDGET.

4. IN SEPARATE CONVERSATIONS, COMMERICAL ATTACHE DESCRIBED USDOC EXPORT PROMOTION ADVISORY SERVICE TO OFFICERS OF PERUVIAN EXPORTERS ASSOCIATION (ADEX) AND SOCIETY OF INDUSTRIES WHICH REPRESENTS PRIVATE SECTOR MANUFACTURERS, MANY OF WHOM ARE EAGER TO EXPORT. THEIR ENTHUSIASM FOR PROGRAM WAS EVEN GREATER THAN THAT OF GOVERNMENT OFFICIALS. WHILE IT UNDERSTOOD THAT ASSISTANCE WOULD BE ON GOVERNMENT-TO-GOVERNMENT LEVEL PERUVIAN PRIVATE SECTOR WOULD HOPE TO BENEFIT INDIRECTLY THROUGH BETTER GOP EXPORT PROMOTION EFFORTS AND DIRECTLY THROUGH ACTIVE PARTICIPATION IN SEMINARS AND SPECIALIZED COURSES TO BE OFFERED AT PROPOSED FOREIGN TRADE INSTITUTE.
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